

THE MIAMI-DADE GLOBAL TRADER

Message from the ITC Chair:



On behalf of the Mayor, the Chairperson and the Board of County Commissioners, residents, and members of the international trade community, welcome to the Jay Malina International Trade Consortium's (ITC) newsletter, the Miami-Dade Global Trader.

The mission of the ITC is to promote two way international trade through Miami-Dade County. In addition to its skilled multilingual and multicultural human resources Miami-Dade counts on state-of-the-art infrastructure to support global trade through Miami International Airport (MIA) and the Dante B. Fascell Port of Miami. Our communications infrastructure, international banking community, and professionals facilitate trade related activities to meet the demands of the global business environment.

Welcome to the ITC your one-stop-center for all your international trade needs.

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Miami-Dade's 2004 Trade Numbers

The new trade numbers of South Florida's top 100 trading partners have been released and our new total trade value for 2004 has increased by \$6.6 billion over last year for a total of \$58.8 billion. Another accomplishment is that South Florida is the only Customs District in the U.S. with a trade surplus. For 2004, the surplus was \$1.2 billion however, S. Florida still decreased in the rankings among the other U.S. Customs District.

But trade has been flourishing especially among our neighbors, the Caribbean and Latin American nations. The top trading partners are listed in the graph below. Brazil and Dominican Republic have kept their rankings since 1998. Brazil's trade with Miami-Dade has increased by over 24% for a total value of \$8.8 billion. Dominican Republic has decreased slightly by 2% for a total trade value of \$4 billion. Colombia and Costa Rica exchanged positions from last year. Colombia is currently ranked #3 with an increase of over 8% for a

total value of \$3.5 billion. Costa Rica became # 4 by decreasing 14% their exports to the S. FL. Costa Rica total trade value was \$3.4 billion. Honduras remained ranked #5 with a total value in trade of \$3.3 billion. But, a most notable rise in the rankings, is Venezuela (# 9 in 2003), now # 6 with an increase of 108% for a total trade value of \$3.1 billion. Most other countries in the region have remained the same or similar to last year's position.

In the continent of Africa, South Africa has jumped in rankings from being #55 to #46 by increasing trade by over 66%, largely due by their 80% increase of in exports to S. FL. Their total trade value is of \$151.9 million. South Africa is followed in the region by Nigeria, ranked #89, dropping by 83% in their exports to S. FL for a total value of \$16 million. All the remaining three countries, Kenya (\$15 million), Namibia (\$11.6 million) and Morocco (\$9.5 million) kept the same or similar rankings and increased their total value.

In Europe, the United Kingdom still held its position at #11 by increasing 13% for a total trade value of \$1.4 billion. Of the top partners in Europe, only Spain dropped in ranking from #12 in 2003 to #18 in 2004. Their trade with S. FL decreased by 15% for a total value of \$1 billion. Italy currently #14 increased slightly for a total of \$1.1 billion while France #15 also had a total value of \$1.1 billion but increased by 11%. Germany is the only European country in the top five trading partners that its total trade value does not reach the billion dollar mark. It increased in ranking to #21 with an 18% increase but its value is only \$778.8 million.

Trade with Asia is dominated by China (mainland) #7 in the rankings with a total trade value of \$2.5 billion. Japan #22 follows with a total value of \$776.1 million while Taiwan #28 decreased by 9% for a total of \$530.7 million. South Korea #30 increased by 33%, mainly by exports to S. FL. It has a total value of \$422.2 million. Hong Kong #33 increased by almost 40% for a total value of \$286.9 million. Source: World City

Miami-Dade's Top Trading Partners - 2004

THE AMERICAS

Rank Country

1. Brazil
2. Dominican Republic
3. Colombia
4. Costa Rica
5. Honduras

ASIA

Rank Country

7. China [Mainland]
22. Japan
28. Taiwan
30. South Korea
33. Hong Kong

EUROPE

Rank Country

11. United Kingdom
14. Italy
15. France
18. Spain
21. Germany

AFRICA

Rank Country

46. South Africa
89. Nigeria
91. Kenya
95. Namibia
98. Morocco



Deputy County Manager, Pete Hernandez addresses the Chamber of Construction Entrepreneurs from Chile during their meeting with Miami-Dade's Planning and Zoning Department.



From left to right, Frederic Bolduc from the Quebec Government Office, Miami-Dade Commissioner Jose "Pepe" Diaz, Marie DuPont from the Int'l Economic Forum of Montreal, Manny Gonzalez from the ITC, and Manny Mencia from Enterprise Florida



Manny Gonzalez, Executive Director of ITC and Desmond Alufahai, Trade Developer of ITC, meet with Delegation from Germany

Business Development Mission to East Africa

ITC is conducting a business development mission to Kenya and Uganda from April 2-10, 2005. The Miami-Dade delegation, led by Miguel Southwell from MIA, will be visiting Nairobi, Kenya and Kampala, Uganda. The goals of the trip are to increase two-way trade and commercial opportunities, and to support air route development between Miami-Dade, known as the "Gateway to the Americas," and these countries also known as, the "East African Gateway." The mission is also sponsored and supported by Enterprise Florida, Port of Miami, Miami International Airport and the Greater Miami Conventions and

Visitors Bureau.

Trade agreements and initiatives such as AGOA, have enhanced the trading opportunities between Miami-Dade County and these East African countries. Kenya increased its trade value with Miami-Dade County from \$13 million in 2003 to \$15 million in 2004. In Kenya, the Miami-Dade delegation will continue the Air-Route development talks, which has been ongoing since the Treaty on Open Skies, was approved on January 2002. Recent bi-lateral business missions to Kenya, conducted by the Miami-Dade Chamber of Commerce and Miami-Dade

Aviation Dept., as well as reciprocal missions to South Florida, conducted by the Kenyan Ministry of Trade and Industry and the Kenya National Chamber of Commerce and Industry are positive signs towards the establishment of an air route between our cities. The delegation will also meet with the Ministry of Tourism to explore the possibility of opening a Kenyan trade and tourism office in Miami. The Miami-Dade delegation will visit Kampala, Uganda to increase its trade relationships and develop new links between the two cities. In 2003, the U.S. exported \$41.7 million to Uganda mainly equipment and services.

ITC Activities

The Director of the International Economic Forum of Americas/Conference of Montreal, Mrs. Marie Dupont and the Director of the Quebec Government Office in Miami, Mr. Frederic Bolduc, recently visited Commissioner Jose "Pepe" Diaz to invite him to participate in the upcoming 11th International Economic Forum of the Americas/Conference in Montreal to be held on May 30-June 2nd at Montreal, Canada. The conference's main objective is to promote an exchange of information on, and encourage open discussion of major social and economic issues. The Com-

missioner is invited to participate in several panels.

*

A delegation from the Chamber of Construction Entrepreneurs from Chile recently visited Miami-Dade County to explore future business opportunities in the County. The 22 member delegation was hosted by ProChile, the Chilean Trade Bureau which has an office in Miami and is headed by Ms. Cecilia Arroyo, the Trade Commissioner from Chile.

ITC coordinated meetings for the delegation which included a presentation by the director of the Miami-Dade Planning and Zoning Department, Ms. Dianne O'Quinn Williams and Mr. Alberto Torres, Assistant Director from the Zoning Department.

The delegation asked many questions and expressed interest in making investments in Miami Dade's housing markets. The meeting concluded with Deputy County Manager, Mr. Pete Hernandez presenting to the delegates Certificates of Distinguished Visitors.

Visiting Delegations

VISITORS FROM GERMANY

The ITC hosted 4 German visitors on Monday, March 21, 2005 at the ITC board room, under the auspices of the U.S. department of State sponsored International Visitors Program. The visit to ITC was recommended by Ms. Laura Yanes, Executive Director of the Miami Council for International Visitors [MCIV] based in Coral Gables. The visitors were received by International Trade Specialist Desmond Alufahai upon their arrival at the Stephen P. Clark Government Center. During the 2 hours meeting they were briefed on trade climate and business po-

tential of Miami-Dade County by Executive Director Manny Gonzalez.

The four delegates, escorted by a staff of the US Department, were - Dr. Matthias Koehler, Federal Ministry of Economics and Labor, Gerhard Schroder of Deutschland Radio, Katharina Leuoth, Freie Press and Micheal Bauchmuller, Suddeutsche Zeitung.

VISITORS FROM CANADA

On Tuesday, March 22, 2005, The ITC and the Port of Miami, hosted 12 businessmen and women from the World Trade Center, Montreal, Canada. Ex-

ecutive Director Manny Gonzalez welcomed the delegates at the Port of Miami, board room. Mr. Gonzalez emphasized that he was impressed with the fact Canada is now Florida's foremost trading partner and that the ITC will participate in the upcoming Trade conference in Montreal. They were later briefed by Port of Miami officials about the Cruise Industry. They subsequently toured the cruise section of the Port.

During their 3-day visit, the ITC assisted the trade delegation with logistics, business referrals and transportation.

MIAMI-DADE DELEGATION RETURNS FROM TRADE MISSION TO ASIA

Miami-Dade County Commissioner, Jose "Pepe" Diaz led a 20 member delegation on a business development mission to Asia from March 7-19, 2005. The Miami-Dade delegation visited several cities in China, which included Tianjin and Shanghai. In addition, the mission traveled to Hong Kong and Kuala Lumpur, Malaysia. The mission proved to be very productive and successful.

China offers many business opportunities to foreign investors. In 2004, China's foreign investment in the U.S. reached \$2.1 billion, and that amount was an increase of 112% from the previous year. For 2004, trade between China and Miami-Dade products for the first time passed the \$2 billion mark, making it Miami-Dade's second largest import trading partner. Miami-Dade exports to China in 2004 had a total trade value of \$93 million. The total trade value of the China imports into Miami-Dade increased almost 29% to \$2.5 billion.

The Miami-Dade delegation met with the Council of Foreign Economic and Trade Relations of the Tianjin Municipal People's Government. Tianjin, a major commercial and industrial center where many Fortune 500 companies have established offices,

is China's third largest city. An economic and exchange cooperative agreement was signed by Commissioner Diaz and the Vice Mayor from the Tianjin Municipal People's Government. This agreement establishes greater cooperation for future trade and investment between the city of Tianjin and Miami-Dade County. Business match-making sessions, and two economic forums were held in honor of the delegation. In addition, Commissioner Jose "Pepe" Diaz participated in a ceremony establishing a new hospitality school in China. This is a joint venture between Florida International University Hospitality School of Management and the Tianjin University of Commerce.

Shanghai, China's largest city in population, is also known as the "world's factory" and the center of commerce for mainland China. Meetings were held with real estate developers interested in investing in the Miami-Dade area. Representatives from China Air airlines explored the possibility of establishing an air cargo route to Miami International Airport.

On their visit to Hong Kong, the Hong Kong Chamber of Commerce held business matchmaking sessions for the Miami-Dade delegation. South Florida's exports to Hong Kong in 2004

more than doubled by 106% for a total of \$127.7 million while imports from Hong Kong increased only by 10.89% for a total of \$159.1 million. The total trade value between South Florida and Hong Kong for 2004 was \$286.9 million, an increase of almost 40% from the previous year.

The mission continued on to Kuala Lumpur, Malaysia, the Miami-Dade delegation held a business seminar called "Miami Gateway of the Americas" for over 80 Malaysian companies at the Malaysian External Trade Development Corporation (MATRADE). Business match-making sessions took place followed by a networking reception. The delegation also met with officials of the city of Kuala Lumpur, visited the Am Cham (American Chambers) and the Malaysian Industrial Development Authority (MIDA).

Trade between Miami-Dade County and Malaysia increased by almost 16% in 2004 for a total trade value of \$170 million. The business mission to Malaysia helped to develop potential relationships with Malaysian companies. One in particular, is considering establishing its mopeds and scooters business at the Miami Free Zone where they could easily distribute their products throughout the U.S. and Latin America.



Above: Miami-Dade County Delegation at Kuala Lumpur, Malaysia



Above: Signing Ceremony of the Cooperative Agreement between Miami-Dade County and the City of Tianjin, China with Commissioner Jose "Pepe" Diaz and Shenghua Zhi, Vice Mayor from Tianjin's Municipal People Government.

Sister Cities Activities

March 20-22:

Visit from Taiwan

Headed by the Vice-President of the Republic of China (Taiwan), Her Excellency Hsiu-lien Lu. The 152 member delegation included government officials, and executives of state-owned and private enterprises. The purpose of their trip was to introduce Taiwan's traditional and high tech industries to its allies and to promote trade. On March 22nd at the Coral Gables City Hall, Commissioner Jose "Pepe" Diaz pre-

sented to Vice President Lu with a key to the County and a Distinguished Visitor Certificate.

March 12:

Visit from Sao Paulo, Brazil

The Honorable Governor of the State of Sao Paulo, Brazil, Geraldo Alckmin, visited Miami for the opening of a Sao Paulo Business Center at the Miami Free Zone. The goals of the Business Center are to:

- Establish greater business relationships between Sao Paulo and South Florida

and between Brazil and the U.S.

- Facilitate support to Sao Paulo businesses wishing to establish and/or expand trade operations within the U.S.
- Provide support to U.S. companies wishing to invest and/or establish business in Sao Paulo.

Commissioner Javier Souto presented to the Governor a Key to the County and a proclamation. Also in attendance were: Ambassador of Brazil to the U.S., the Hon. Roberto Abdenur and business leaders of Brazil.



Miami-Dade County Commissioner Javier Souto together with the Honorable Geraldo Alckmin, the Governor of Sao Paulo, Brazil, and the delegation at the opening of the Sao Paulo Business Center in the Miami Free Zone.



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We're on the Web!
<http://www.MiamiDade.gov/ITC>



"Miami-Dade County's Official Agency for International Trade..."

ITC Programs

Incoming Trade Missions:

As the premier support center of the County's global trade efforts, the International Trade Consortium provides incoming trade missions with valuable information about trade resources and opportunities.

Outgoing Trade Missions:

Air Cargo and Route Development Missions

The International Trade Consortium and Miami International Airport (MIA) collaborate on a program designed to encourage new direct air service into Miami International Airport to stimulate passenger and cargo traffic.

Third -Party Outgoing Missions:

The International Trade Consortium supports missions organized by third-parties that promote Florida-traded products. Missions with strategic significance may be certified by the International Trade Consortium as an official Miami-Dade County mission.

The Caribbean Trade Initiative (CTI) Program

In recognition of the proximity and tremendous trade relationship among the CBI nations and Miami-Dade County, the International Trade Consortium established the Caribbean Trade Initiative program to increase two-way merchandise trade between Miami-Dade County and the Caribbean, promote the resources and services offered through the International Trade Consortium to the general Caribbean business community, promote greater interaction with the Caribbean business community through networking and matchmaking.

UPCOMING EVENTS

May 2-6:
AMERICAS LINKAGE MISSION TO RIO DE JANEIRO, SAO PAULO AND BELO HORIZONTE, BRAZIL
by Greater Miami Chamber of Commerce and American Airlines
Contact: Marina Foglia
Tel: (305) 577-5464
mfoglia@greatermiami.com

May 4-6:
FISPAL MIAMI - INTERNATIONAL FOOD FAIR
Forum & Expo is the first event exclusively dedicated to trade integration in the Americas focusing the Food Sector.
Miami Beach Convention Center
Contact: Ricardo J.C. Santos Neto
Tel: 55-11-3759-7159
Fax: 55-11-3759-7197
www.fispal.com

May 8 - 10:
13TH ANNUAL AIRLINE CEO CONFERENCE
Networking with International Airline Leaders.
Fontainebleau Hilton Resort
Miami Beach
Contact: Norma Arguello
Tel: [1] (305) 870-7550
Fax: [1] (305) 876-9325
norma@avman.com
www.ceoconference.com

May 10-11:
AMERICAS LINKAGE MISSION TO GUATEMALA CITY, GUATEMALA
by Greater Miami Chamber of Commerce and American Airlines
Contact: Marina Foglia
Tel: (305) 577-5464

mfoglia@greatermiami.com

May 11-12:
II SEA CARGO AMERICAS CONGRESS AND EXHIBITION (SCA)
One of the fastest growing maritime trade shows in the Western Hemisphere
Radisson Hotel
711 NW 72 Avenue
Contact: (305) 871-7910
info@worldtrade.org
www.seacargoamericas.com

May 11-14:
MIAMI FASHION WEEK OF THE AMERICAS
Designers from Latin America, the Caribbean, US and Europe
Fashion Tent on the Beach
21st Street and Collins Avenue
Contact: Sharon Kersten
Tel: 305-867-0933
Fax: 305 867-8554
Kersten@the-beach.net
www.miamifashionweek.com/

May 12-13:
AMERICAS LINKAGE MISSION TO SAN SALVADOR, EL SALVADOR
by Greater Miami Chamber of Commerce and American Airlines
Contact: Marina Foglia
Tel: (305) 577-5464
mfoglia@greatermiami.com

May 16-18:
AMERICAS LINKAGE MISSION TO MEXICO CITY, MEXICO
by Greater Miami Chamber of Commerce and American Airlines
Contact: Marina Foglia
Tel: (305) 577-5464

mfoglia@greatermiami.com

May 16-19:
International Oil Spill Conference
Miami Beach Convention Center
Contact: Madeleine Sellouk
Tel: 202-682-8000
Fax: 202-682-8222
www.api.com
www.api.org

May 19-20:
AMERICAS LINKAGE MISSION TO SANTO DOMINGO, DOMINICAN REPUBLIC
by Greater Miami Chamber of Commerce and American Airlines
Contact: Marina Foglia
Tel: (305) 577-5464
mfoglia@greatermiami.com

May 23-24:
AMERICAS LINKAGE MISSION TO MANAGUA, NICARAGUA
by Greater Miami Chamber of Commerce and American Airlines
Contact: Marina Foglia
Tel: (305) 577-5464
mfoglia@greatermiami.com

Please note that dates are subject to change.
To announce upcoming events please call
(305) 375-1660.